

ORDER

Orders	Order / Rev:	211398	
	Alt Order #:		
	Product Desc:	ELENI KOUNALAKIS FOR LT. GOVERN	
	Estimate:	2085 5/14-5/20/2018	KGO-TV
	Flight Dates:	05/14/18 - 05/20/18	Primary AE: Christopher Larcade
	Original Date / Rev:	05/02/18 / 05/02/18	Sales Office: N-PH
	Order Type:	GEN	Sales Region: National

Agency	Name:	Sadler Strategic Media	
	Buying Contact:		Billing Type: Trade
	Billing Contact:		Billing Calendar: Broadcast
		12103 Viewcrest Rd.	Billing Cycle: EOM/EOC
		Studio City, CA 91604	Agency Commission: 0%

Advertiser	Name:	Eleni Kounalakis For Lt. Govenor	New Business Thru:
	Demographic:	A35+	Order Separation: 00:20:00
	Product Codes:	Local/State Candidate	Advertiser External ID:
	Priority:	P-03	Agency External ID:
	Revenue Code 1:	AGY	Unit Code: General
	Revenue Code 2:	POL	
	Revenue Code 3:	POL-CAND	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
04/30/18	05/20/18	92	\$83,350.00	\$83,350.00	May 2018	92	\$83,350.00	\$83,350.00	0.00
					Totals	92	\$83,350.00	\$83,350.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$83,350.00
Market	100%	\$277,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$27,783.33
KNTV	20%	\$55,566.67
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$27,783.33
KTVU	30%	\$83,350.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	05/14/18	05/20/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	11111--	:30	5	\$100.00	P-03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--			5			\$100.00		0.00			

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 Flight Dates: 05/14/18 - 05/20/18

Advertiser: Eleni Kounalakis For Lt. Governor
 Product Desc: ELENi KOUNALAKIS FOR LT. GOVERNOR
 Estimate: 2085 5/14-5/20/2018

KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$100.00			0.00			
N 2	KGO	05/14/18	05/20/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	11111--	:30	5	\$350.00	P-03	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$350.00			0.00			
N 3	KGO	05/14/18	05/20/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	22222--	:30	10	\$400.00	P-03	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	22222--		10			\$400.00			0.00			
N 4	KGO	05/14/18	05/20/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	11111--	:30	5	\$300.00	P-03	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$300.00			0.00			
N 5	KGO	05/14/18	05/20/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$800.00			0.00			
N 6	KGO	05/14/18	05/20/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	-1-11--	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-1-11--		3			\$200.00			0.00			
N 7	KGO	05/14/18	05/20/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-111-1	:30	5	\$450.00	P-03	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1-111-1		5			\$450.00			0.00			
N 8	KGO	05/14/18	05/20/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	111-11-	:30	5	\$500.00	P-03	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	111-11-		5			\$500.00			0.00			
N 9	KGO	05/14/18	05/20/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	11111--	:30	5	\$900.00	P-03	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$900.00			0.00			
N 10	KGO	05/14/18	05/20/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	11111--	:30	5	\$900.00	P-03	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$900.00			0.00			
N 11	KGO	05/14/18	05/20/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	2-----	:30	2	\$4,000.00	P-03	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	2-----		2			\$4,000.00			0.00			
N 12	KGO	05/14/18	05/20/18	Tues Prime Hour A Tue Prime Hour 1	CM	Cc 8p-9p	-1-----	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	-1-----		1			\$2,000.00			0.00			
N 13	KGO	05/14/18	05/20/18	Wed Prime Hour A Wed Prime Hour 1	CM	Cc 8p-9p	--1----	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--1----		1			\$2,500.00			0.00			
N 14	KGO	05/14/18	05/20/18	Wed Prime Hour B Wed Prime Hour 2	CM	Cc 9p-10p	--1----	:30	1	\$6,000.00	P-03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--1----		1			\$6,000.00			0.00			
N 15	KGO	05/14/18	05/20/18	Wed Prime Hour C Wed Prime Hour 3	CM	Cc 10p-11p	--1----	:30	1	\$3,000.00	P-03	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--1----		1			\$3,000.00			0.00			
N 16	KGO	05/14/18	05/20/18		CM	Cc 8p-9p		:30	1	\$5,000.00	P-03	0.00	NM	1	\$5,000.00

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 Estimate: 2085 5/14-5/20/2018

KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thurs Prime Hour A			--- 1---								
				Thu Prime Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--- 1---		1			\$5,000.00			0.00			
N17	KGO	05/14/18	05/20/18	Thurs Prime Hour C	CM	Cc 10p-11p	--- 1---	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
				Thu Prime Hour 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--- 1---		1			\$1,500.00			0.00			
N18	KGO	05/14/18	05/20/18	Fri Prime Hour A	CM	Cc 8p-9P	---- 1--	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
				Fri Prime Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	---- 1--		1			\$1,500.00			0.00			
N19	KGO	05/14/18	05/20/18	Fri Prime Hour C	CM	Cc 10p-11P	---- 1--	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
				Fri Prime Hour 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	---- 1--		1			\$2,500.00			0.00			
N20	KGO	05/14/18	05/20/18	11p-1135p Late News MCM	CM	Cc 11p-1135p	1111111	:30	7	\$800.00	P-03	0.00	NM	7	\$5,600.00
				ABC7 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1111111		7			\$800.00			0.00			
N21	KGO	05/14/18	05/20/18	Kimmel 1135p-1237a M-F	CM	Cc 1135p-1237a	11111--	:30	5	\$400.00	P-03	0.00	NM	5	\$2,000.00
				M-F 1135p-1237a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11111--		5			\$400.00			0.00			
N22	KGO	05/14/18	05/20/18	Nightline 1237a-107a M-F	CM	Cc 1237a-107a	11- 11--	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
				M-F 1237a-107a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	11- 11--		4			\$200.00			0.00			
N23	KGO	05/14/18	05/20/18	1135p-12a News Extra 3M	CM	Cc 1135p-12a	----- 1-	:30	1	\$400.00	P-03	0.00	NM	1	\$400.00
				ABC7 1135p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	----- 1-		1			\$400.00			0.00			
N24	KGO	05/14/18	05/20/18	This Week 8a-9a Su	CM	Cc 8a-9a	----- 1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	----- 1		1			\$1,000.00			0.00			
N25	KGO	05/14/18	05/20/18	Mon Prime Hour C	CM	Cc 10p-11p	1-----	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
				Mon Prime Hour 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	1-----		1			\$2,000.00			0.00			
N26	KGO	05/14/18	05/20/18	Tues Prime Hour B	CM	Cc 9p-10p	- 1-----	:30	1	\$3,000.00	P-03	0.00	NM	1	\$3,000.00
				Tue Prime Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	- 1-----		1			\$3,000.00			0.00			
N27	KGO	05/14/18	05/20/18	Thurs Prime Hour B	CM	Cc 9p-10p	--- 1---	:30	1	\$4,750.00	P-02	0.00	NM	1	\$4,750.00
				Thu Prime Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	--- 1---		1			\$4,750.00			0.00			
N28	KGO	05/14/18	05/20/18	Fri Prime Hour B	CM	Cc 9p-10P	---- 1--	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
				Fri Prime Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	---- 1--		1			\$2,000.00			0.00			
N29	KGO	05/14/18	05/20/18	5a-6a News SaSu	CM	Cc 5a-6a	----- 22	:30	4	\$100.00	P-03	0.00	NM	4	\$400.00
				ABC7 5a News Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		05/14/18	05/20/18	----- 22		4			\$100.00			0.00			
N30	KGO	05/14/18	05/20/18	Bay Area Life 630p-7p Su	CM	Cc 630p-7p	----- 1	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
				Su 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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KGO-TV

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1		1				\$300.00		0.00			
N31	KGO	05/14/18	05/20/18	Sun Prime Hour D Sun Prime Hour 4	CM	Cc 10p-11p	-----1	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	-----1		1				\$1,500.00		0.00			
N32	KGO	05/14/18	05/20/18	Tues Prime Hour C Tue Prime Hour 3	CM	Cc 10p-11p	-1-----	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/18	05/20/18	-1-----		1				\$1,500.00		0.00			
													Totals	92	\$83,350.00